

105/14

Access DB#

116035

## SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: KHANH LE Examiner #: 77865 Date: 3/4/04  
 Art Unit: 3622 Phone Number 305-0574 Serial Number: 09/761536  
 Mail Box and Bldg/Room Location: PKE-7X14 Results Format Preferred (circle) PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

\*\*\*\*\*

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: \_\_\_\_\_

Inventors (please provide full names): \_\_\_\_\_

Earliest Priority Filing Date: 1/16/01

\*For Sequence Searches Only\* Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

705 Template Class 705/14 PLEASE call Xer  
 Inventor's Search

- Abstract
- Claims
- Search Report attached

## STAFF USE ONLY

## Type of Search

## Vendors and cost where applicable

Searcher: _____	NA Sequence (#) _____	STN _____
Searcher Phone #: _____	AA Sequence (#) _____	Dialog _____
Searcher Location: _____	Structure (#) _____	Questel/Orbit _____
Date Searcher Picked Up: _____	Bibliographic _____	Dr.Link _____
Date Completed: _____	Litigation _____	Lexis/Nexis _____
Searcher Prep & Review Time: _____	Fulltext _____	Sequence Systems _____
Clerical Prep Time: _____	Patent Family _____	WWW/Internet _____
Online Time: _____	Other _____	Other (specify) _____

09/761,536

L Number	Hits	Search Text	DB	Time stamp
1	1497436	advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1 or (special (n) offer\$1)	USPAT	2004/03/04 15:38
2	1444235	(advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1 or (special (n) offer\$1)) and ( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1 ) )	USPAT	2004/03/04 15:24
3	3501169	(advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1 or (special (n) offer\$1)) (s) ( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1 ) )	USPAT	2004/03/04 15:34
7	617	705/14.ccls.	USPAT	2004/03/04 15:34
8	583	705/14.ccls. and ( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1 ) )	USPAT	2004/03/04 15:34
9	170	705/14.ccls. and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))	USPAT	2004/03/04 15:45
10	432	705/14.ccls. and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6 ) )	USPAT	2004/03/04 15:45
11	151	(705/14.ccls. and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))) and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6 ) )	USPAT	2004/03/04 15:53
12	78	((705/14.ccls. and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))) and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6 ) ) and (( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1 ) )	USPAT	2004/03/04 15:52
13	70	near10 ( manag\$3 or control\$3 or monitor\$3 or manipul\$3 or organiz\$3 or run\$3 or command\$3 or rul\$3 or restrain\$3)) ((705/14.ccls. and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))) and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6 ) ) and (( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1 ) )  near5 ( manag\$3 or control\$3 or monitor\$3 or manipul\$3 or organiz\$3 or run\$3 or command\$3 or rul\$3 or restrain\$3))	USPAT	2004/03/04 15:52

14	52	<p>((705/14.ccls. and ((advertis\$6 or banner\$1or commercial\$1or popup\$1or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))) and ((advertis\$6 or banner\$1or commercial\$1or popup\$1or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) )) and (( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1) )</p> <p>near5 ( manag\$3 or control\$3 or monitor\$3 or manipul\$3 or organiz\$3 or run\$3 or command\$3 or rul\$3 or restrain\$3))) and ( ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) near5 (parameter\$1or factor\$1or criteri\$1or feature\$1or aspect\$1or score\$1or weight\$1or rule\$1or model\$1 or rate\$1or minim\$1or maxim\$1or limit\$1 or bound\$1\$1or boundar\$1or control\$1))</p>	USPAT	2004/03/04 16:15
15	52	<p>((705/14.ccls. and ((advertis\$6 or banner\$1or commercial\$1or popup\$1or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))) and ((advertis\$6 or banner\$1or commercial\$1or popup\$1or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) )) and (( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1) )</p> <p>near5 ( manag\$3 or control\$3 or monitor\$3 or manipul\$3 or organiz\$3 or run\$3 or command\$3 or rul\$3 or restrain\$3))) and ( ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) near5 (parameter\$1or factor\$1or criteri\$1or feature\$1or aspect\$1or score\$1or weight\$1or rule\$1or model\$1 or rate\$1or minim\$1or maxim\$1or limit\$1 or bound\$1\$1or boundar\$1or control\$1))) and ((inquir\$1or request\$1or search\$1or click\$1 or clickthrough\$1or view\$1) (5n) (monitor\$1or count\$1or tally\$1or track\$1or compute or computing or observ\$1or watch/ or scrutiniz\$1or examin\$1or check\$1or keep\$1or control\$6) )</p>	USPAT	2004/03/04 16:15
16	22	<p>((705/14.ccls. and ((advertis\$6 or banner\$1or commercial\$1or popup\$1or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))) and ((advertis\$6 or banner\$1or commercial\$1or popup\$1or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) )) and (( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1) )</p> <p>near5 ( manag\$3 or control\$3 or monitor\$3 or manipul\$3 or organiz\$3 or run\$3 or command\$3 or rul\$3 or restrain\$3))) and ( ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) near5 (parameter\$1or factor\$1or criteri\$1or feature\$1or aspect\$1or score\$1or weight\$1or rule\$1or model\$1 or rate\$1or minim\$1or maxim\$1or limit\$1 or bound\$1\$1or boundar\$1or control\$1))) and ((inquir\$1 or request\$1or search\$1 or click\$1 or clickthrough\$1or view\$1) near5 (monitor\$3 or count\$3 or tally\$3 or track\$3 or compute or computing or observ\$3 or watch\$3 or scrutiniz\$3 or examin\$3 or check\$3 or keep\$3 or control\$3) )</p>	USPAT	2004/03/04 16:17

18	0	<p>(((((705/14.ccls. and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))) and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) )) and (( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1) )</p> <p>near5 ( manag\$3 or control\$3 or monitor\$3 or manipul\$3 or organiz\$3 or run\$3 or command\$3 or rul\$3 or restrain\$3))) and ( ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) near5 (parameter\$1 or factor\$1 or criteri\$1 or feature\$1 or aspect\$1 or score\$1 or weight\$1 or rule\$1 or model\$1 or rate\$1 or minim\$1 or maxim\$1 or limit\$1 or bound\$1\$1 or boundar\$1 or control\$1))) and ((inquir\$1 or request\$1 or search\$1 or click\$1 or clickthrough\$1 or view\$1) near5 (monitor\$3 or count\$3 or tally\$3 or track\$3 or compute or computing or observ\$3 or watch\$3 or scrutiniz\$3 or examin\$3 or check\$3 or keep\$3 or control\$3) )) and (probabilis\$1 or random\$6 or statistic\$5 or regression or indeterminat\$1 or determinat\$1 or pseudo-random\$6) ) and ( (probabilis\$1 or random\$6 or statistic\$5 or regression or indeterminat\$1 or determinat\$1 or pseudo-random\$6) near10 (weight\$3 or scor\$3 or rate\$1 or rating\$1) )</p>	USPAT	2004/03/04 16:20
17	20	<p>(((((705/14.ccls. and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near5 (campaign\$1 or operation\$1 or strateg\$3 or plan\$4))) and ((advertis\$6 or banner\$1 or commercial\$1 or popup\$1 or popunder\$1 or promotion\$1 or coupon\$1 or bonus\$1 or incentive\$1 or promotion\$1 or reward\$1 or rebate\$1) near3 ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) )) and (( campaign\$1 or operation\$1 or strateg\$3 or plan\$4 or ((flight or linear or non-linear ) (n ) profile\$1) )</p> <p>near5 ( manag\$3 or control\$3 or monitor\$3 or manipul\$3 or organiz\$3 or run\$3 or command\$3 or rul\$3 or restrain\$3))) and ( ( offer\$1 or present\$3 or display\$3 or show\$3 or view\$3 or proffer\$3 or select\$3 or choos\$3 or decid\$3 or propos\$6) near5 (parameter\$1 or factor\$1 or criteri\$1 or feature\$1 or aspect\$1 or score\$1 or weight\$1 or rule\$1 or model\$1 or rate\$1 or minim\$1 or maxim\$1 or limit\$1 or bound\$1\$1 or boundar\$1 or control\$1))) and ((inquir\$1 or request\$1 or search\$1 or click\$1 or clickthrough\$1 or view\$1) near5 (monitor\$3 or count\$3 or tally\$3 or track\$3 or compute or computing or observ\$3 or watch\$3 or scrutiniz\$3 or examin\$3 or check\$3 or keep\$3 or control\$3) )) and (probabilis\$1 or random\$6 or statistic\$5 or regression or indeterminat\$1 or determinat\$1 or pseudo-random\$6) )</p>	USPAT	2004/03/04 16:20
-	4	((("5740540") or ("5838790") or ("5948061") or ("6119098")).PN.	USPAT	2004/03/04 15:14
-	617	705/14.ccls.	USPAT	2004/03/03 12:57
-	55	705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))	USPAT	2004/03/03 15:00
-	39	"55" and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5) )	USPAT	2004/03/03 12:58
-	30	( 705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5) )	USPAT	2004/03/03 15:01
-	30	(( 705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5) ) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 ) )	USPAT	2004/03/03 14:13

-	5	(( ( 705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 ))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 ))) and (advertis\$6 near10 (weight\$3 ))	USPAT	2004/03/03 12:59
-	1489	705/14.ccls.	US-PGPUB	2004/03/03 12:58
-	162	705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))	US-PGPUB	2004/03/03 12:58
-	77	(705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 )))	US-PGPUB	2004/03/03 12:58
-	77	((705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 ))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 )))	US-PGPUB	2004/03/03 12:59
-	14	(( (705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 ))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 ))) and (advertis\$6 near10 (weight\$3 ))	US-PGPUB	2004/03/03 14:13
-	0	(( ( 705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 ))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 ))) and ( Flight near profile\$1)	USPAT	2004/03/03 14:14
-	4	(( ( 705/14.ccls. and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 ))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 ))) and (campaign\$1)	USPAT	2004/03/03 14:14
-	309	((advertis\$6 or commercial\$1 or ads or ad) near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))	EPO; JPO; DERWENT; IBM_TDB	2004/03/03 15:01
-	0	( ((advertis\$6 or commercial\$1 or ads or ad) near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and (advertis\$6 near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 )))	USPAT	2004/03/03 15:02
-	0	( ((advertis\$6 or commercial\$1 or ads or ad) near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 or probabilit\$3 or statistic\$4))) and ((advertis\$6 or commercial\$1 or ad or ads) near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 )))	USPAT	2004/03/03 17:12
-	16	6009409.URPN.	USPAT	2004/03/03 16:57
-	1	((("5740540") or ("5838790") or ("5948061") or ("6119098")).PN.) and ((advertis\$6 or commercial\$1 or ad or ads) near5 (random\$4 or probabilis\$6 or chanc\$1 or indetermin\$5 )))	USPAT	2004/03/03 17:12

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usf + EPO, etc . . .

L Number	Hits	Search Text	DB	Time stamp
1	125174	random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1	US-PGPUB	2004/03/06 11:32
2	805	(random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) and 705/14.ccls.	US-PGPUB	2004/03/06 11:09
3	65	((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) and 705/14.ccls.) and ((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) near5 (weigh\$3 or factor\$3 or scor\$3 or parameter\$1))	US-PGPUB	2004/03/06 11:32
4	48	((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) and 705/14.ccls.) and ((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) near5 (weigh\$1 or factor\$1 or scor\$1 or parameter\$1))	US-PGPUB	2004/03/06 11:12
5	27	((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) and 705/14.ccls.) and ((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) near5 (weigh\$1 or factor\$1 or scor\$1 or parameter\$1))) and ((ad or advertis\$7 or ads or banner\$1 or commercial? popunder? popup?) near5 (select\$ choos\$ choice\$ decid\$))	US-PGPUB	2004/03/06 11:33
6	140174	random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1	EPO; JPO; DERWENT; IBM_TDB	2004/03/06 11:32
7	3794	(random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) and ((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) near5 (weigh\$3 or factor\$3 or scor\$3 or parameter\$1))	EPO; JPO; DERWENT; IBM_TDB	2004/03/06 11:33
8	0	((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) and ((random\$2 or probabilis\$3 or pseudo-random\$2 or statistic\$4 or indeterminate or determinate or regression\$1) near5 (weigh\$3 or factor\$3 or scor\$3 or parameter\$1))) and ((ad or advertis\$7 or ads or banner\$1 or commercial? popunder? popup?) near5 (select\$ choos\$ choice\$ decid\$))	US-PGPUB	2004/03/06 11:33

*Revised -*

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Interviewed	1
	1

09761536 claim summary

Search terms:

**S1=ads or coupons**

advertis? or banner? or commercial? or popup? or popunder? or promotion? or coupon? or bonus? or incentive? or promotion? or reward? or rebate? or (special (n) offer)?

**s2= ad campaign**

s1 (5n) ( campaign? or operation? or strateg? or plan? or ((flight or linear or non-linear ) (n ) profile?) )

**s3=ad presentation**

s1 (3n) ( offer? or present? or display? or show? or view? or proffer? or select? or choos? or decid? or propos?)

**s4- s3 (s) s2= ad campaign and ad display**

or

s5= s3 and s2

**s6 = manage the ad campaign**

s2 (10n) ( manag? or control? or monitor? or manipul? or organiz? or run? or command? or rul? or restrain?)

**s6'= s6 (s)(s4 or s5) manage the ad campaign +ad display**

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s7= ad per rule

s1 (5n) (parameter? or factor? or criteri? or feature? or aspect? or score? or weight? or rule? or model? or rate? or minim? or maxim? or limit? or bound? ? or boundar? or control? )

s8= ad campaign per rule

s2 (5n) (parameter? or factor? or criteri? or feature? or aspect? or score? or weight? or rule? or model? or rate? or minim? or maxim? or limit? or bound? ? or boundar? or control? )

**s9=ad presentation / selection per rule**

s3 (5n) (parameter? or factor? or criteri? or feature? or aspect? or score? or weight? or rule? or model? or rate? or minim? or maxim? or limit? or bound? ? or boundar? or control? )

**s9'= s6 ' and s9 manage the ad campaign +ad display or select /rule**

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**s10, s11-12= ad presentation and monitor presentation (do same with s4 or s5 if too large= ad presentation/ad campaign and monitor presentation )**

s3 and ((inquir? or request? or search? or click? or clickthrough? or view? ) (5n) (monitor? or count? or tally? or track? or compute or computing or observ? or watch/ or scrutiniz? or examin? or check? or keep? or control? ) )

-----  
**s13= random selection**

s3 (s) (probabilis? or random? or statistic? or regression or indeterminat? or determinat? or pseudo-random?)

**s13'= manage the ad campaign +ad display or select /rule+ random select ads**  
s9' and s13

---  
s14 = s13' (s) ((probabilis? or random? or statistic? or regression or indeterminat? or determinat? or pseudo-random?) (10n) (weight? or scor? or rate? or rating?) )

**112(2):**

**Claim 9 and 30 : It seems "that" is needed between "profiles" and "remain" in the phrase "said desired flight profiles remain to be achieved for said advertisements." to make grammatical sense. Appropriate correction is required.**

*Claim Summary*

1. A method for managing advertisement presentation comprising:
  - a) **initial selection and provision** of a plurality of **advertisements** for presentation in accordance with corresponding desired flight profiles to be achieved,
  - b) including with said provision **presentation parameters to govern the rates** in which the provided advertisements are to be presented;
  - c) **selectively presenting** said advertisements in accordance with said governing presentation parameters, and
  - d) **reporting their presentations;**
  - e) **repeating said selection and provision of advertisements further taking into consideration said reports. How?**

**Claim 2: probabilistic selection of ads**

**3= 2+ by weights**

**4= max /min parameters for each selected ad**

**Claims 5-6 // 1-2**

**Claims 7-8// 3 + update the weights**

**claim 9:** 8+ each of weight determinations is made in accordance with residual amounts of said desired flight profiles that remain to be achieved for said advertisements. ??

**10 ;9+ aggregate reported presentations+ det. residual amounts of flight profiles to be achieved.**

**11= 7+ successive generation of random nbs and use those numbers to with the weights to successively select ads**

**12= 6+ use of random numbers**

**13//4 max /min parameters for each selected ad**

**15-18 demo/ search S-m's, requests ofr add'l ads/ searches**  
**Official Notice is taken that or goldhaber**

**Claims 4: max and min presentation parameter per each selected ads. //7 with 7**

1. A method for managing advertisement presentation comprising:

an advertisement server making an initial selection and provision of a plurality of advertisements for a number of client devices for presentation in accordance with corresponding desired flight profiles to be achieved for the advertisements, and including with said provision one or more presentation parameters to govern the rates in which the provided advertisements are to be presented; the client devices selectively presenting said advertisements in accordance with said governing presentation parameters; and reporting their presentations; and the advertisement server repeating said selection and provision of advertisements further taking into consideration said reports.

2. The method of claim 1, wherein each of said selections and provisions of advertisements comprises probabilistically selecting said advertisements.

3. The method of claim 2, wherein each of said probabilistic selections comprises determining a set of weights for use to perform the probabilistic selection.

4. The method of claim 1, wherein said one or more presentation parameters comprise a minimum and a maximum presentation parameter, and each of said selections and provisions of advertisements comprises determining and providing one each of said minimum and maximum presentation parameters for each selected advertisement.

5. A method for managing advertisement presentation comprising: